



At the Right Place, At the Right Time

With rising gas prices, many people are feeling the pinch in their pocketbooks. For Brian Fraser, owner of Sundance Leisure in Watertown, NY, rising gas prices are one of several economic factors that positively influence sales.

“Every product and service we offer helps people create the vacation spot out their back door, which is increasingly where leisure dollars are being invested in this type of economy,” comments Fraser. “More homeowners are putting off that trip to Florida and investing money into their homes and businesses.” Pools and fireplaces are just two of many featured products sold at Sundance Leisure that help homeowners and business owners add value to their properties.

Not only is Sundance Leisure selling products and services that are in high demand, its central location in Jefferson County is convenient for an increasing customer base. According to the U.S. Census Bureau, Jefferson County population grew by 4.9% between 2001 and 2006, compared with only a 1.6% population increase for New York State. The continued expansion of Ft. Drum has had a ripple effect on the North Country economy, as businesses that serve the military base grow to meet the needs of the soldiers and their families.

Sundance Leisure has been part of the recent growth of Ft. Drum through installation of pools and fireplaces in buildings on the post, and looks to be an integral part of the future expansion. Recently, the U.S. Army announced that repositioning plans will add another 7,000 soldiers by 2013. More military families in Watertown will mean increased housing construction for years to come.

In 2006, Sundance Leisure was able to expand its storage facilities as well as upgrade its main building with an SBA guaranteed loan from Watertown Savings Bank. Fraser has high praise for the long standing relationship with “fantastic” bankers at Watertown Savings: “I cannot think of a thing that could improve our relationship. I have really enjoyed the continuity of the same familiar faces at Watertown Savings Bank over the years.”